

## Message Text

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ACTION COME-00

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R 020909Z JAN 76  
FM AMEMBASSY TEL AVIV  
TO SECSTATE WASHDC 9554

UNCLAS TEL AVIV 0009

E.O. 11652: N/A

TAGS: BEXP, IS

SUBJECT: CHEMICAL AND PETROCHEMICAL EQUIPMENT TRADE MISSION

REF: TEL AVIV 8031

SUMMARY: MISSION MEMBERS ARRIVED DEC 12 AND DEPARTED IN TWO GROUPS ON DEC 19 AND 20. NO DIRECT SALES WERE MADE. HOWEVER, MEMBERS ESTIMATED THAT SALES OVER NEXT 12 MONTHS WOULD TOTAL \$295,000. MOREOVER, SEVERAL MEMBERS EXPRESSED INTENTION TO RETURN TO ISRAEL IN NEAR FUTURE TO FOLLOW UP ON LEADS DEVELOPED DURING VISIT. OUT OF 7 COMPANIES REPRESENTED, 4 INDICATED THAT THEY HAD ACHIEVED THEIR IRST OBJECTIVE, ONE PARTIALLY ACHIEVED FIRST OBJECTIVE, ONE INDICATED IT DID NOT, AND ONE DID NOT REPLY TO THIS QUESTION. ALL MEMBERS EXPRESSED GENERAL SATISFACTION WITH RESULTS OF VISIT. EMBASSY WISHES TO COMMEND MISSION DIRECTOR CUMMINGS FOR HIS MAJOR CONTRIBUTION TO SUCCESS OF MISSION. END SUMMARY.

1. SCHEDULE: MISSION MEMBERS WERE BRIEFED AFTER ARRIVAL ON DEC 12 BY E/C COUNSELOR WILLIAM DOZIER AND COMMATT LEE COLLINS. AFTER SIGHTSEEING ON SATURDAY, MISSION PROGRAM BEGAN DEC 14 WITH VISITS TO FOUR MAJOR PLANTS IN HAIFA AREA, I.E., OIL REFINERIES LTD., CHEMICALS AND PHOSPHATES LTD., HAIFA CHEMICALS LTD., AND ELECTROCHEMICAL INDUSTRIES (FRUTAROM) LTD. THESE VISITS WRE FOLLOWED BY RECEPTION ATTENDED BY SOME 40 TOP BUSINESSMEN AND MANUFACTURERS AT RESIDENCE OF U.S.

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CONSULAR AGENT IN HAIFA, JACOB SASSOWER.

BACK IN TEL AVIV ON MONDAY, DEC 15, MISSION BEGAN APPOINTMENT SCHEDULE WHICH INCLUDED FIFTY-FOUR INDIVIDUAL APPOINTMENTS. MISSION'S HEADQUARTERS WERE AT ISRAEL-AMERICA CHAMBER OF COMMERCE, TEL AVIV, WHERE THREE SPACIOUS OFFICES PLUS AMERICA HOUSE CLUB WERE MADE AVAILABLE FOR MEETINGS. AMBASSADOR TOON GAVE RECEPTION AT RESIDENCE EVENING OF DEC 15 ATTENDED BY ABOUT 60 ISRAELI BUSINESS LEADERS. MISSION MEMBERS REPORTED THAT GOOD CONTACTS WERE DEVELOPED AT RECEPTION. LUNCHEONS WERE HOSTED BY HAIFA CHEMICALS, ISRAEL CHEMICALS LTD. AND TELAVIV-JAFFA CHAMBER OF COMMERCE. ON DEC 18 ALL MISSION MEMBERS (EXCEPT BELL) WERE FLOWN BY CHARTERED PLANE TO DEAD SEA WORKS AT SDOM, AND TO MAKHTESHIM LTD AND BEERSHEBA BROMINE COMPOUNDS LTD. AT BEERSHEBA. PHOTOGRAPHIC COVERAGE WAS PROVIDED BY USIS.

2. ADVANCE PREPARATIONS: FOUR HUNDRED AND FIFTY BROCHURES, PRINTED WITH HELP OF USIS, WERE MAILED TO PROSPECTS WITH ACCOMPANYING RETURN CARDS. THIS WAS FOLLOWED BY PERSONAL CONTACT BY COMMATT WITH KEY PROSPECTS. SPECIAL ARRANGEMENTS WERE MADE FOR CHARLES BELL, PRESIDENT OF PRECISION SYSTEMS, INC., WHO REQUESTED APPOINTMENTS WITH COMPANIES IN MEDICAL FIELD. HOTEL ACCOMMODATIONS AND OTHER ADVANCE ARRANGEMENTS WERE FAVORABLY COMMENTED ON BY MISSION. ADVANCE OFFICER RYAN WAS VERY HELPFUL WITH REGARD ALL ASPECTS OF PREPARATIONS.

3. LOGISTICS: EMBASSY PROVIDED CAR TRANSPORTATION FOR PLANT VISITS WHEN ALL MISSION MEMBERS TRAVELLED TOGETHER. TRANSPORTATION FOR INDIVIDUAL VISITS WAS PAID FOR BY MISSION MEMBERS. FULL-TIME SECRETARY FOR MISSION WAS HIRED FROM NOV 17 THROUGH DECEMBER 19.

4. PUBLICITY: HIGHLY CONCENTRATED NATURE OF CHEMICAL INDUSTRY IN ISRAEL MADE IT POSSIBLE TO REACH ALMOST ALL PROSPECTS BY WIDE DISTRIBUTION OF BROCHURES AND PERSONAL CALLS ON KEY PROSPECTS. PRESS RELEASE WAS ISSUED BY USIS AND CARRIED BY SEVERAL LOCAL PAPERS.

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RECEPTIONS AT RESIDENCE AND IN HAIFA AS WELL AS DAILY LUNCHEONS ADDED TO MISSION'S EXPOSURE.

5. RESULTS AND COMMENTS: THIRTY-TWO SALES LEADS WERE DEVELOPED ALONG WITH 16 LEADS ON SALES REPRESENTATION, 8 LEADS ON JOINT VENTURES, AND 4 LEADS ON LICENSE AGREEMENTS. ALL MEMBERS REGARD TIME AND MONEY COSTS OF MISSION JUSTIFIED AND SEVERAL PLAN TO REVISIT ISRAEL

WITHIN FEW MONTHS. COMMENTS OF MEMBERS FOLLOW:  
WEBROWN OF THERMON MANUFACTURING - QUOTE WE WILL  
DEFINELY SIGN CONTRACT WITH SALES REPRESENTATIVE WHOM  
WE MET AS RESULT OF MISSION. ISRAELI BUSINESSMEN WHOM I  
WOULD NOT OTHERWISE HAVE MET ATTENDED RECEPTION HELD BY  
AMBASSADOR TOON END QUOTE CABELL OF PRECISION SYSTEMS -  
QUOTE AS RESULT OF WORK DONE FOR THIS MISSION BY  
COMMATT AND HIS STAFF, I WAS ABLE TO EXCEED MY GOALS AND  
EXPECTATIONS IN A MUCH SHORTER TIME THAN WOULD HAVE  
BEEN POSSIBLE HAD I ATTEMPTED TO PENETRATE THIS MARKET  
ALONE, EUNDQUOTE. JLDIXON, SOUTHERN HEAT EXCHANGE CORP.  
- QUOTE ORGANIZATION AND EXECUTION OF THIS TRADE MISSION  
WAS FIRST CLASS. FOR SOUTHERN, IT WAS AN INTRODUCTION  
TO ISRAELI MARKETS AND A GOOD EDUCATION. WE ABSOLUTELY  
COULD NOT HAVE GOTTEN THIS KIND OF EXPOSURE ON OUR OWN  
ENDQUOTE. CASNYDER, DIXIE STEEL & SUPPLY CO. AND  
SOUTHER RESINS, INC. - QUOTE IT IS QUITE EVIDENT THAT  
CONSIDERABLE EFFORT WAS MADE IN ARRANGING APPOINTMENTS  
WITH ISRAELI BUSINESSMEN. THIS WAS VERY PROFESSIONAL  
WAY OF SELECTING APPROPRIATE CONTACTS AND ARRANGING  
DESIRABLE PLANT AND OFFICE VISITS ENDQUOTE. RMBARTHOLOMEW,  
CA LAWTON CO., - QUOE ALTHOUGH MARKET IS SMALL FOR MY  
PRODUCT LINE, I REGARD TRADE MISSION AS OFFERING BEST  
AND MOST ECONOMICAL METHOD OF CONDUCTING A RELIABLE  
MARKET SURVEY ENDQUOTE. RSALLEN, WORLD WIDE CONSTRUC-  
TION SERVICES, INC. - QUOTE CONTACTS ARRANGED BY EMBASSY  
SUPPLEMENTED MY CONTACTS AND WERE MOST HELPFUL. I  
EXPECT OUR COMAPNY TO SET UP OFFICE IN ISRAEL WITHIN  
NEXT TWO YEARS.

6. BUDGET: EMBASSY EXERCISED ECONOMY TO GREATEST  
EXTENT POSSIBLE IN MANAGEMENT OF TRADE MISSION AND  
WAS ABLE TO HOLD EXPENDITURES BELOW ALLOCATED  
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BUDGET. USIS ASSISTED IN PRTING AND PLACED ITS  
PHOTOGRAPHER AT DISPOSAL OF COMMERCIAL SECTION.  
A COMPLETE REPORT ON EXPENDITURES WILL BE FORWARDED  
WHEN FINAL PAYMENTS ARE MADE.  
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## Message Attributes

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